Nova Scotia

ANNUAL REPORT

for the fiscal year
ending March 31, 1987

Department of Tourism

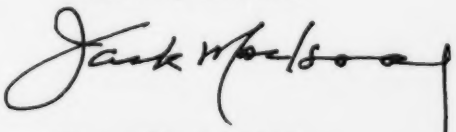
89-05800/

To His Honour
The Honourable Lloyd R. Crouse, P.C.
Lieutenant-Governor of Nova Scotia

May It Please Your Honour:

I have the honour to submit the annual report of the Department of Tourism for the fiscal year ending March 31, 1987.

Respectfully submitted,



Honourable Jack MacIsaac
Minister of Tourism

The Honourable Jack MacIsaac
Minister of Tourism
Province of Nova Scotia
Halifax, Nova Scotia

Sir:

I have the honour to present to you the report of the Nova Scotia Department of Tourism for the fiscal year ending March 31, 1987.

Respectfully submitted,

Armand F. Pinard

A.F. Pinard
Deputy Minister

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BLUENOSE II

In October 1985, Bluenose II began preparations for the most ambitious voyage of her 22-year career, the passage around North America to Expo '86 in Vancouver. Preparations were completed that fall and Bluenose II sailed in December of 1985 for Bermuda, where she was berthed for the winter months. In February of 1986 the voyage commenced with the schooner reaching her first official port of call, Los Angeles, on March 28, 1986 for a week-long promotional visit.

The total 16,000 mile voyage also included official stops at San Francisco, Victoria, Vancouver (Expo '86) and Seattle before turning homeward to attend festivities at the Statue of Liberty Commemoration in New York City on July 4, 1986, en route to Nova Scotia where she arrived in mid-July.

The vessel's remaining season included public cruises and charters at Halifax with a series of port visits around Nova Scotia including Liverpool, Meteghan, Digby, Lower West Pubnico, Pictou, Baddeck and Lunenburg. These port visits were in support of provincial festivals and events; during her public sailing season, some 5000 persons enjoyed a unique sail on the vessel and the ship's season concluded on October 1.

While at Vancouver in late April of this year, Bluenose II was awarded the prestigious Ports Canada trophy for seamanship excellence, an award granted bi-annually to a vessel anywhere in the world who had completed a voyage of note.

FINANCE AND ADMINISTRATION DIVISION

The Finance and Administration Division manages two important grant programs of the Department of Tourism.

Regional association grants are for the purpose of encouraging, stimulating and generally supporting the development of tourism within regions of the province. The dollar amount of each grant is determined by the number of counties in a region, with Cape Breton considered to be two regions. In 1986, grants totalling $212,500 were made to the following regional associations:

Cape Breton Tourist Association	$40,000
Evangeline Trail Tourist Association	23,500
Central Nova Tourist Association	22,500
Antigonish/Eastern Shore Tourist Association	23,000
Tourism Halifax	20,000
Dartmouth Tourist Commission	20,000
Pictou County Tourist Association	20,000
South Shore Tourism Association	23,500
Yarmouth County Tourist Association	20,000

Municipal bureau grants are provided to assist local organizations operate seasonal tourist bureaus in their communities. The grant is based on 50 per cent of the expense of operating the bureau, to a maximum of $1,250. In 1986–87, the following organizations were provided grants to operate municipal tourist bureaus (a number in parentheses indicates that more than one bureau grant was paid to that organization):

Yarmouth County Tourist Association
Digby and Area Board of Trade
Kentville and Area Board of Trade
Windsor Tourist Bureau
Bridgetown Board of Trade
Annapolis District Board of Trade
Middleton Tourist Association
Town of Wolfville
Truro and District Chamber of Commerce
Springhill Senior Citizens
Parrsboro and District Chamber of Commerce
New Horizons—Joggins
Pictou County Tourist Association (2)

Cape Breton Tourist Association (4)
Canso Historical Society
City of Dartmouth
Municipality of Barrington
Bridgewater Chamber of Commerce

For the fifth year, the Finance and Administration Division administered the Department's funding for the Nova Scotia Tattoo. Tattoo '86 was presented at the Halifax Metro Centre from June 27 to July 1.

INDUSTRY DEVELOPMENT DIVISION

The Industry Development Division is responsible for implementing the Canada/Nova Scotia Tourism Subsidiary Agreement; formulating tourism policies and plans; providing business advisory and architectural services; offering hospitality counselling and training programs; and administering the Hotel Regulations Act and the Camping Establishments Regulations Act.

Planning and Development

Under the Canada/Nova Scotia Tourism Subsidiary Agreement, sixty-seven projects were approved, entailing a total commitment of $3.7 million in assistance. Particular emphasis was placed on expansion of accommodation facilities and co-operative marketing ventures with the private sector to strengthen Nova Scotia's presence in the international marketplace. Major expansion projects were undertaken, for example, by Wandlyn Inns in Amherst, the Inverary Inn in Baddeck, and Laurie's Motel in Cheticamp. Sea Sell '87, the inaugural tourism marketing mission to Boston, was an illustration of industry and government working together to make significant new inroads in the important American market.

Another noteworthy project under the Tourism Subsidiary Agreement involved a contribution to assist Mount Saint Vincent University to launch a new tourism and hospitality degree program.

Planning activity focused on identification and development of new travel generators to be located in various parts of the province, such as the Prescesky property near Annapolis Royal. To assist the Department in its planning function, a Minister's Advisory Council was established, with representation drawn from key segments of the tourism industry throughout the province.

Industry liaison continued at a high level, with regular consultation with the Tourism Industry Association of Nova Scotia, the regional tourist associations and Voluntary Planning.

A substantial number of potential and existing tourist operators took advantage of the business advisory services available through the Section. Over 660 requests were received for assistance in this area. The departmental architect approved 19 accommodation construction projects, 17 of which advanced to actual construction, resulting in approxi-

mately 300 new rooms in the province. Frequent pre-construction meetings were held with prospective tourist accommodation owners, for the purpose of lending design assistance for several projects.

Training and Inspection Services

The Training and Inspection Services Section conducted 14 waiter-waitress training programs, as well as one management program and one customer service program. Staff also participated in three career day seminars at provincial high schools. Training films available through the Department continued to be used extensively by operators in the province.

Accommodations

The Section had inquiries from over 200 potential roofed accommodation operators during 1986/87, with 41 actually opening for business within the year.

The Section also initiated steps with TIANS and the Innkeepers Guild to start a Grading System for fixed-roof accommodation in the province.

During the calendar year 1986, there were 449 hotels licensed, an increase of 27 over the previous year. As shown in the tables below, the total number of available rooms was 11,757, an increase of 638 rooms over the previous year. The average number of rooms per licensed establishment was 26.

Total Rooms Available

Hotels	4,110
Bed and Breakfast, Tourist Homes, Country Inns	535
Cabins and Cottages	1,265
Motels	5,847
	11,757

Increases and Decreases in Rooms Available

	Rooms Added	Rooms Discontinued	Net Change
Hotels	386	88	+298
Tourist Homes	121	53	+68
Cabins	56	75	–19
Motels	427	+136	+291
	+990	–352	+638

230 establishments operated year-round while 219 had seasonal operations.

The total number of rooms available in various parts of the province was as follows:

Annapolis Valley	South Shore	Hfx./ Dart.	Eastern Shore	Cape Breton	Northumberland Shore	Fundy Shore	Total
2,057	1,061	4,061	196	2,690	802	842	11,757

Campgrounds

138 privately owned campgrounds, located as shown in the following table, were inspected and licensed during the year.

Region	Campgrounds	Serviced Sites	Unserviced Sites	Totals
Annapolis Valley	33	2,322	605	2,927
South Shore	19	1,163	477	1,640
Halifax/Dartmouth	3	158	119	277
Eastern Shore	10	280	149	429
Cape Breton	31	1,626	698	2,324
Northumberland Shore	25	1,017	505	1,522
Fundy Shore	17	1,140	414	1,554
	138	7,706	2,967	10,673

During the same period, 25 follow-up inspections were carried out to determine whether infractions had been corrected. During this period,

45 inquiries were received concerning building, renovating or operating new campgrounds. Site visits were made to 10 prospective campground locations for feasibility advice. Five alteration permits were issued to existing campgrounds for expansion properties.

Special camping area permits were issued to seven properties for temporary camping at shopping centres and at festival sites.

MARKETING DIVISION

The Marketing Division developed a promotional theme—The Festival Province of Canada—to develop a unique selling point for Nova Scotia as a travel destination.

This theme was used in all promotional activities in 1986 and will continue to be used to position Nova Scotia as a "fun, sociable place to be, with plenty of things to see and do."

Advertising

Co-operation with industry partners continued to form the basis of advertising strategy in 1986.

A variety of co-op programs in Canada and the United States were developed with major industry participants. These included:

CN Marine Co-op, which concentrated advertising efforts in the Northeastern United States, Ontario and Montreal.

Prince of Fundy Cruises Co-op, concentrating in New England.

Air Canada Co-op Program, with newspaper advertisements in both Canada and the United States.

Eastern Provincial Airways Co-op concentrating on Southern Ontario and Montreal using daily newspapers.

Co-op programs with the World Trade and Convention Centre, Tourism Halifax and convention hotels to boost convention trade to the Province.

Literature

In 1986 this Section produced the Nova Scotia Travel Guide, the Sports and Activities booklet and the Nova Scotia Highways and Byways Map.

There were 424,114 travel guides produced; 73,176 Sports and Activities Guides and 300,000 highways maps.

Some 200,000 travel guides were distributed through Nova Scotia's network of tourist information centres. The remainder were distributed to

municipal information centres, or sent to potential visitors who requested literature by mail.

In 1986 an insert card was placed in the guide suggesting a donation of $1.50 to offset costs of printing and distribution.

Updated vertical strip maps, updated town maps and new pull-out maps were added to the content of the travel guide.

The travel guide also contained 276 advertisements placed by Nova Scotia's tourism industry.

The Section also produced some 300,000 copies of a promotional brochure called "The Highland Heart" which promoted selected events held as part of the International Gathering of the Clans. This brochure was a pilot project under the Canada–Nova Scotia Tourism Subsidiary Agreement.

Familiarization (FAM) Tours

Person	Duration of FAM	Employer
Air Canada Group of 20	3	Travel Agents, Mass.
Millie Alexander	7	Freelance Writer, San Francisco
David Allen	4	Freelance Writer, Bermuda
Cindy Adams	7	New York Post
Jack Altman	4	Freelance Photographer London, England
Australia Media Group of 4	7	Sydney, Australia
Bernard Burt	7	Freelance Writer Washington, D.C.
Ruth Baily	7	Freelance Writer, United Kingdom
Patrice Cullen	6	Tour operators Flying Wheel Tours, Minnesota
Canadian Airlines Group of 10	2	Travel Agents, Holland
Canadian Airlines Group of 20	3	Travel Agents, Holland
Canadian Consulate Staff Group of 5	4	United States
Mike Donovan	2	Freelance Writer, Boston

Ted Fitter	5	Tour Operator, Maryland
EGO	4	Toronto
Brenda Estrella	2	Tour Operator, Paragon Tours
Food Editors Group of 10	4	United States
Fuji Television Crew	4	Tokyo, Japan
Yvon Busson	5	Freelance Writer, France
Fiesta Holidays Group of 25	4	Travel Agents, Western Canada
Bob Gima	7	Freelance Writer, New Jersey
Goligers Travel Group of 25	2	Travel Agents, Southern Ontario
John Greenwood	2	LBC Radio, London, England
Hanover Holidays Group of 25	2	Travel Agents, Western Canada
Marc Van Holm	2	Pres. Cdn. Travel Club, Belgium
Hong Kong Journalists Group of 4	2	Hong Kong
Japanese Tour Wholesalers Group of 9	2	Tokyo, Japan
Frank Kollander	2	Kollander World Travel, Pittsburgh, PA
Elizabeth King	6	Freelance Writer
Steve Libby	10	Freelance Writer, South Carolina
Nan Drostick	10	Modern Bride Magazine
Larry Messen	5	Freelance Photographer, Long Island, NY
Eleanor Morris	6	Freelance Writer, Austin, Texas
Bill McClinchy	5	West Palm Beach Post, Editor
Carol McConnell	6	Freelance Writer, Reader's Digest
John MacCalman	7	Glasgow Herald, Scotland
Judith McQuown	5	Freelance Writer, New York
Fred Nofziger	6	The Blade Newspaper, Editor Toledo, Ohio
Janet Podolak	6	The News Herald, Cleveland, Ohio
George Pandi	2	Freelance Writer, Modern Bride Magazine
Margo Pfeiff	5	Freelance Writer, Vancouver
Ed Rabey	5	Los Angeles Sunday Times Travel
Ronald Waters Tour Operator	4	Rural Route Tours Kansas
Sears Travel Group of 20	2	Travel Agents Ontario

Archie Satterfield	6	Freelance Writer, Seattle
Mitch Barnes	6	Surfing Mazgazine, California
Susan Schmidt	4	Designers of Travel Milwaukee, Wisconsin
Tour Operator Tokyo Film Crew	3	Tokyo, Japan
UTL Holidays	2	Toronto
Sales Staff (8) UTL Holidays Group of 25	2	Travel Agents New York State
Meg Griggs	10	Windsurf Magazine, New Jersey
Barc Wade	6	Home & Away Magazine Minnesota

Outdoor Familiarization Tours

Person	Duration of FAM	Employer
Finton Moore	6	Freelance Writer
Manfred Fritzler	12	Der Fliegen Fischer
Lenny Clarke	12	WRNS Cable TV
Don Andrews	12	WRNS Cable TV
Don Philpott	5	U.K. Outdoor Writers Guild
Mike Scott	5	U.K. Outdoor Writers Guild
Bill Sims	11	Outside Magazine
Jack Fallow	8	Saltwater Sportsman
Dix White	8	Northeast Woods & Waters
Brad White	8	Freelance Photojournalist
Bill Stone	8	Freelance Writer
Dave Sartwell	5	President, NEOWA
Bernd Fuhs	10	Kilner Stadtanzehger
Bob Peel	2	Post Standard Syracuse, New York
Gene Parker	7	Freelance Writer
Bill Schille	20	Freelance Writer
Bert Schille	20	Freelance Photographer
Jerry Gibbs	4	Outdoor Life
Anne Freiss	20	Cantravel
Roswitha Bergman	20	Cantravel
Thom Olink	5	Haagsche Courant
Molly Benjamin	14	Cape Cod Times
Joycethe Tremblay	14	Cape Cod Times
Chris Marshall	6	Salt Water Sportsman
Harry Kenerson	6	Freelance Writer

Marty Rosenkrantz	5	Adirondack Post
Heribert Hahne	2	Heribert's Fishing Tours
Jay Parks	5	Dallas Woods & Waters
10 Travel Agents	3	Canadian Airlines
Mike Norton	7	Boston Globe
Ronald Rabbit	7	Freelance Writer
Bill Borchers	8	Northeast Woods & Waters
Joel Fawcett	10	Freelance Photojournalist
Lillian Fawcett	10	Freelance Photojournalist
Kirsten Muller	6	Eduard Kettner
Dr. Karl Betz	6	Jaegar Magazine
Del Hartwig	2	Hartwig Wilderness Adventures
Walt Sugalski	6	Freelance Writer

Attractions and Events

Under the 1986/87 Grants/Provincial Assistance for Advertising Program, 96 grants totalling $153,652 were awarded to festivals, events and tourism operators through the Regional Tourist Associations, while a total of $9,000 was provided to Regional Tourist Associations for program administrative costs.

The five-year promotional umbrella theme, Festival Nova Scotia, provided a central focus for the 423 festivals and special events which were listed on the Events Wall Map. The Travel Guide listed 223 festivals and events while 30 Nova Scotia festivals were selected by the Regional Tourist Associations for special promotions under the Atlantic Canada radio campaign.

The Scottish Connection/Highland Heart, a $500,000 cooperative program involving the Province of Nova Scotia, the Government of Canada and the private sector provided additional support to Nova Scotia's multicultural product as expressed through 14 Scottish festivals. The first year of the two-year program included product enhancement activities designed to bring the festivals to international calibre status. A benchmark research program designed to test the effectiveness of the enhancement activities and product promotion in international markets was also established.

Convention Development and Sales

The World Trade and Convention Centre, Halifax, has assumed the major portion of convention development and sales in liaison with the

Nova Scotia Department of Tourism which offers support services to conventions both in and out of province. Tourist literature and promotional materials were supplied to delegates attending in-province conventions, conferences, seminars and small meetings. Promotional material was also supplied to Nova Scotia delegates attending out-of-province conventions to assist them in efforts to encourage national and international organizations to consider Nova Scotia as a future convention site.

Nova Scotia's convention facilities continued to grow in 1987 with new facilities developed at properties in Truro, Yarmouth, Baddeck, Wolfville and Dartmouth. Centre 200, a multi-purpose, 4,000-seat arena opened in Sydney.

Enrollment in "The Order of Good Time" exceeded 30,000 and the promotional feature continues to be a popular element with convention delegates.

Portland Information Office

The Portland, Maine, office of the Nova Scotia Department of Tourism operates on a year-round basis.

During 1986–1987, it was staffed by three permanent employees and six temporary staff during the summer and served as the terminus the U.S. WATS lines operated by the Department, acted as a distribution centre for our literature in the U.S. and as a Tourist Information Centre.

During this fiscal year, the Portland office processed 88,712 enquiries comprised of 43,466 mail enquiries, 38,983 telephone enquiries and 6,263 walk in visitors. As a result of these enquiries, 91,744 information kits were mailed out and 11,836 reservations were completed; an increase of 14 per cent over the previous year.

Research—Tourist Data Summary

Approximately 1,164,000 non-resident overnight tourists visited Nova Scotia between May 15 and October 31, 1986 (up 3.2 per cent from 1985).

These visitors are estimated to have spent $237,000,000 in Nova Scotia.

Automobile traffic accounted for 66 per cent of these travellers, while air traffic accounted for 21 per cent, with the remainder divided between motorcoach and recreational vehicles.

Of these visitors to Nova Scotia, 37 per cent came on holiday/vacation, 35 per cent came to visit friends and relatives and 17 percent were on business. The remaining 11 per cent came for shopping, festivals and events and outdoor recreation.

Room sales in 1986 totalled $1,929,000 for Nova Scotia's commercial accommodation establishments (up 4.4 per cent from 1985). This resulted in a provincial occupancy rate of 55 per cent. Area association occupancy rates ranged from 42 per cent to 62 per cent.

Total travel related expenditures in Nova Scotia during 1986 reached $650 million.

PROVINCIAL RESORT HOTELS DIVISION

During the fiscal year ending March 31, 1987, Nova Scotia's Provincial Resort Hotels continued to attract tourists and visitors to their properties in three distinctively different travel destination regions of the province and combined to record house counts totalling more than 57,000 guests.

These resorts also maintained their high standards of excellence in guest satisfaction while continuing to enrich their respective communities both as employers and users of local goods and services.

Seasonal operation of THE PINES RESORT HOTEL in Digby began on June 1, 1986 and concluded October 13, 1986. This property recorded an occupancy of 72.7 per cent throughout this period compared to 66 per cent in 1985.

KELTIC LODGE in Ingonish Beach also opened for guests on June 1 and closed for the summer season on October 19. Occupancy for this period was 81.8 per cent an increase of 3 per cent over 1985.

LISCOMBE LODGE at Liscomb Mills began operations on May 24 and closed on October 19. This resort hotel increased occupancy by 4.2 per cent over last year's 84.4 per cent.

In total, the provincial resort hotels averaged occupancy of 81.0 per cent in 1986 compared to 76.4 per cent for the 1985 season.

Responses from guests continued to be monitored on a regular basis from guest comment cards placed in the rooms. The following statistics were obtained.

- 89.2 per cent of guests who responded stated that staff courtesy and efficiency were excellent while another 8.9 per cent said they were very good or satisfactory.

- 84.2 per cent of respondents indicated that room accommodation and housekeeping were excellent and another 12.0 per cent stated they were satisfactory.

- 83.7 per cent of respondents said that restaurant and beverage services were excellent and 11.0 per cent viewed them as very good or satisfactory.

- Food presentation and quality received an excellent rating from 85.5 per cent of the respondents and another 10.3 per cent regarded this service as very good or satisfactory.

The overall response to hotel services was highly favourable in all categories, with only 3.7 per cent of the respondents expressing any dissatisfaction or constructive criticism.

These comments indicate that the resort hotels are consistent in their endeavour to exceed the expectations of their clientele and to make their stay as pleasurable as possible, notwithstanding that numbers of students employed for the summer return to their studies up to six weeks before the end of the season.

The Provincial Resort Hotels also continue to improve their grounds, facilities and service requirements to ensure their tourism attractiveness for their respective communities and in order to maintain their industry rating and international standing and reputation as premier resorts.

Improvements at THE PINES RESORT HOTEL this year included the complete redecorating of all guest rooms in the main hotel building and the installation of cable for television reception. Fifteen cottages were reshingled and their chimneys repaired or replaced. Access improvements also continued for the wheelchair disabled and a new telephone system was installed which incorporated features to assist the hearing impaired. The efficiency of reservations, guest registration and hotel accounting procedures also commenced to be improved upon with the introduction of a new computer system. There was also an addition constructed to the maintenance building at the Pines' pro-operated 18–hole Golf Course.

New fire escape installations were added to the north and south wings of the main building at KELTIC LODGE and a service bar was constructed in the main dining room. Keltic's 40 unit White Birch Inn also saw improvements including renovations to its main entrance, repainting and recarpeting of its guest rooms and interior, bathroom renovations and replacement of all draperies and bedspreads. Some refurbishing was also completed in the senior staff accommodations at the property.

The Keltic Lodge ski season operation of CAPE SMOKEY started January 3, 1987 and the ski hill was still operational at the end of the fiscal year. The White Birch Inn and Atlantic Coffee Shop opened January 9, 1987 and closed March 22, 1987.

From February 14–20, 1987 Cape Smokey was the venue of national focus for the Jeux Canada Winter Games Alpine Ski competition. In addition, there were also 77 ski days this season compared to 69 for last year. Even though the ski hill is not designed for night-time skiing, the number of skiers at Cape Smokey increased to 17,089 from the figure of 11,090 for the previous year.

The Ski Lodge at Cape Smokey was fully operational for the season and in addition to completion of projects noted last year, a new warm-up hut was constructed at the top of the ski hill and the 600 ft. Poma Lift replaced with a new 1550 ft. Surface Lift. There were also significant improvements undertaken to increase the effectiveness and efficiency of snowmaking at this ski hill.

At LISCOMBE LODGE, a new pipeline, hydrant and pump house fire protection system was installed and connected to the Liscomb River. Kitchen renovations were made and a fire pit constructed for outdoor cooking. Tenders were also called to construct 30 additional units of accommodations in a new guest lodge overlooking the river, as well as for renovations required to the existing main lodge building. Satellite television reception was extended to the Lodge's cottage units and improvements to the general appearance of the grounds continued.

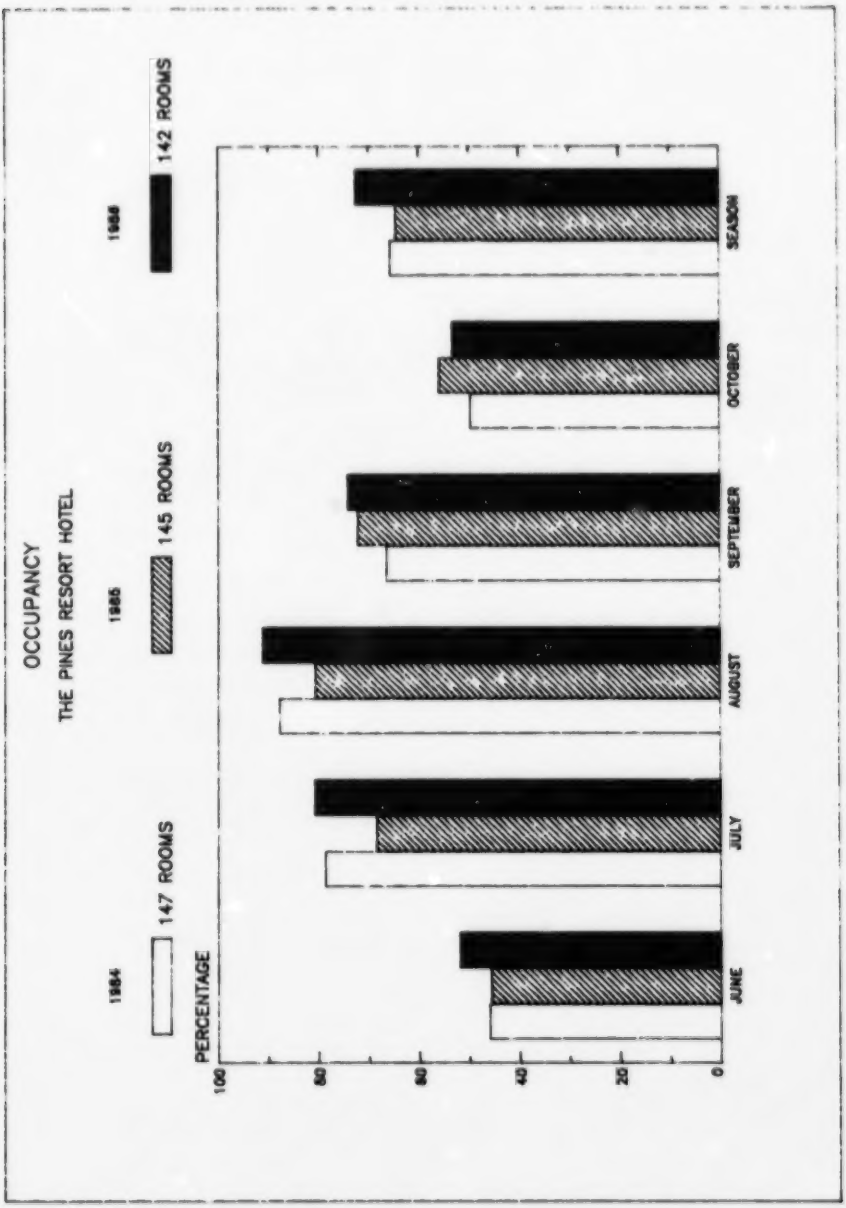
Provincial Resort Hotels Operating Profit (Loss)[1] 1986

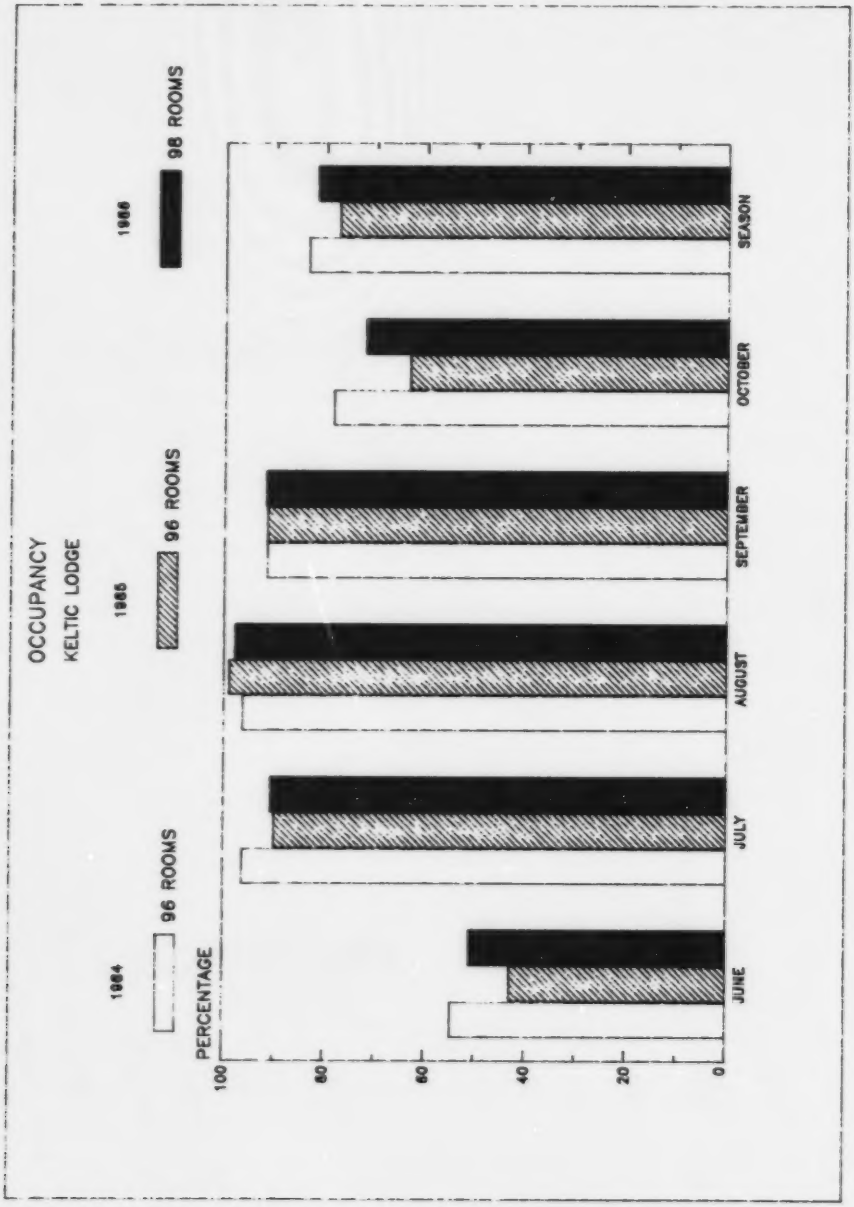
	Revenue	Expenditure	Excess of Revenue over Operating Expenditure
The Pines Resort Hotel	2,336,185	2,065,104	271,081
*Keltic Lodge	2,361,753	2,408,926	(47,173)
Liscombe Lodge	567,235	541,118	26,117

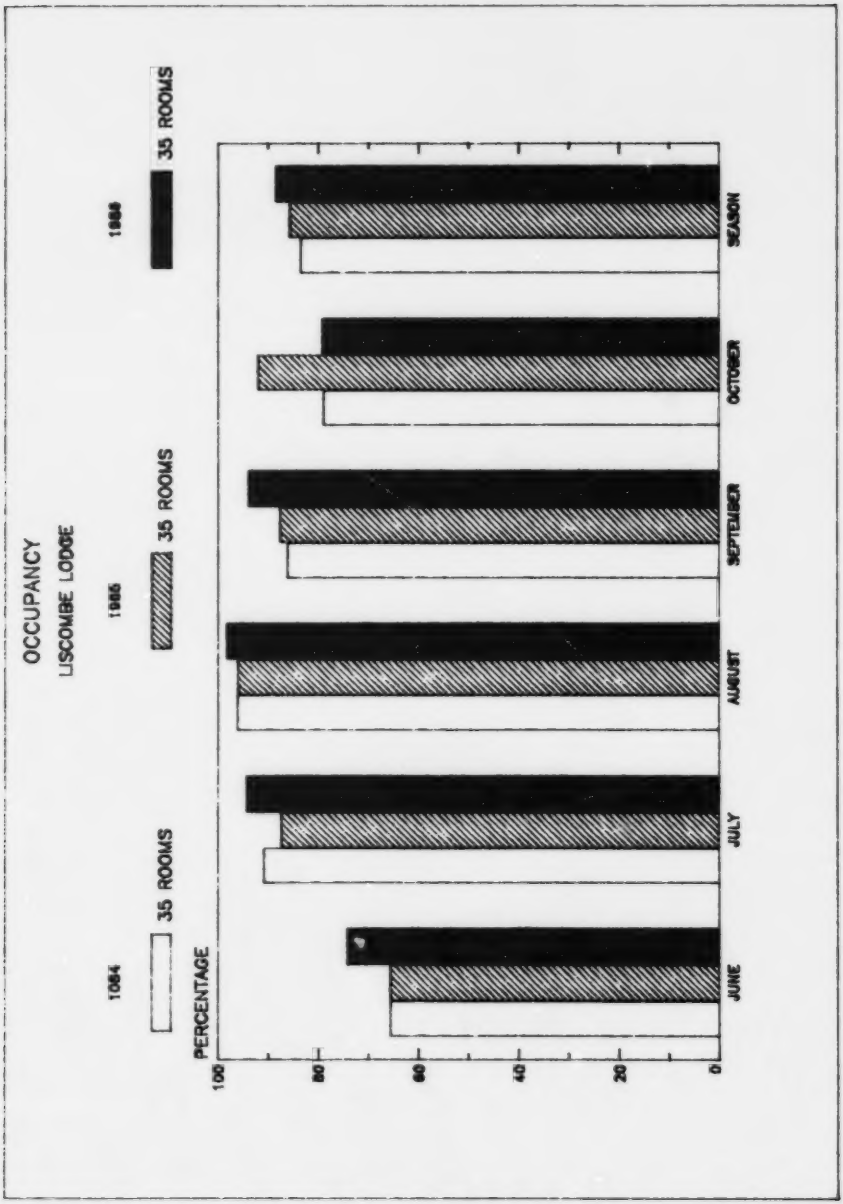
[1] These figures are presented on the same basis as those in the Public Accounts of the Province of Nova Scotia as prepared by the Department of Finance.

Certain expenses incurred on behalf of Resort hotels were charged to the accounts of other government departments.

* (Includes Ski Season Operations Cape Smokey)

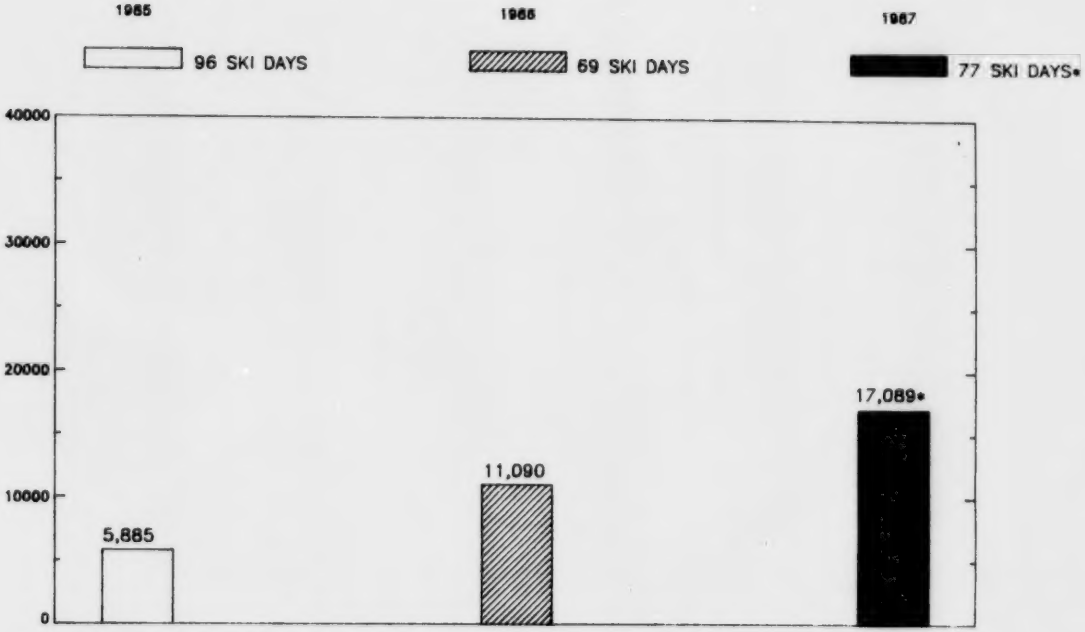

OCCUPANCY
THE PINES RESORT HOTEL
1984
147 ROOMS
1985
145 ROOMS
1986
142 ROOMS
PERCENTAGE
100
80
60
40
20
0
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
SEASON


OCCUPANCY
KELTIC LODGE
1984
96 ROOMS
1985
96 ROOMS
1986
98 ROOMS
PERCENTAGE
100
80
60
40
20
0
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
SEASON

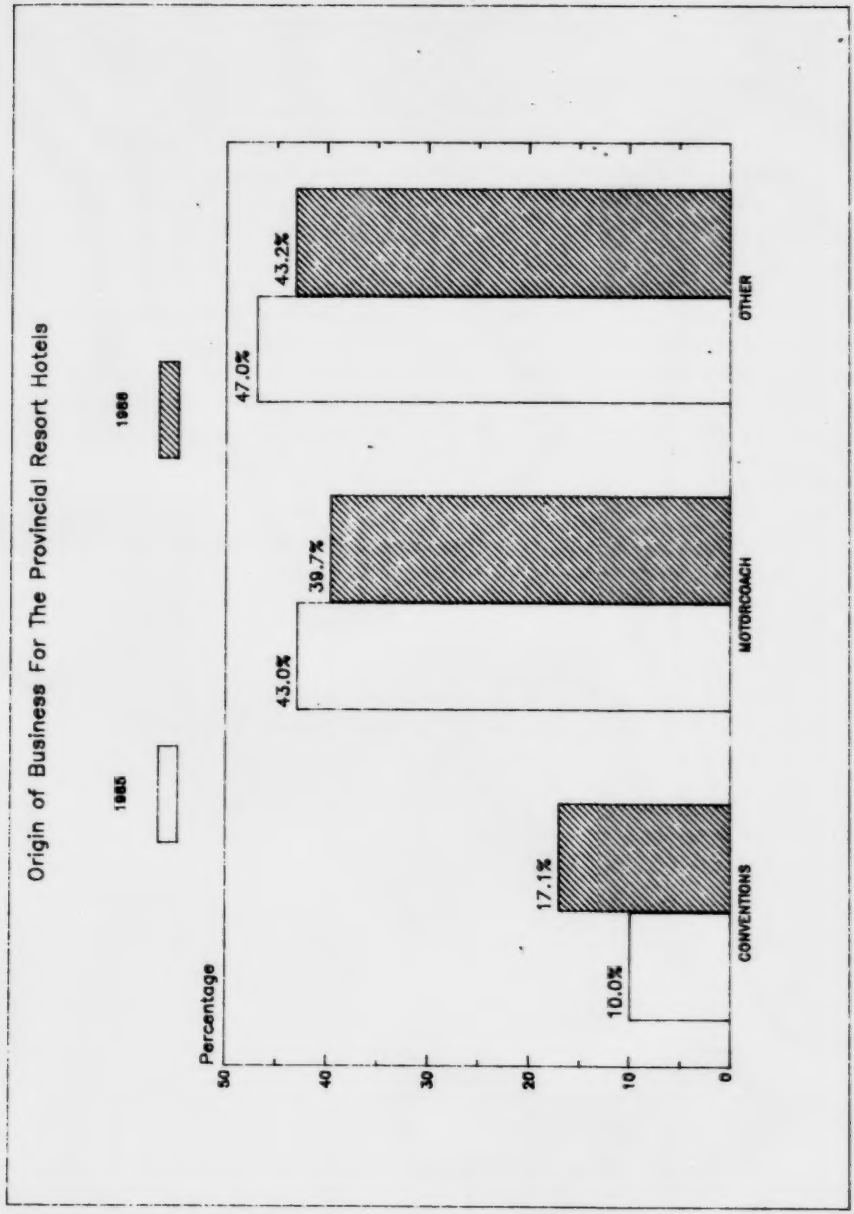

OCCUPANCY
LISCOMBE LODGE
1984
35 ROOMS
1985
35 ROOMS
1986
35 ROOMS
PERCENTAGE
100
80
60
40
20
0
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
SEASON

CAPE SMOKEY SKI OPERATIONS

NUMBER OF SKIERS



*Excluding Canada Winter Games
February 14 – 20, 1987


Origin of Business For The Provincial Resort Hotels
1985
1986
Percentage
50
40
30
20
10
0
10.0%
17.1%
43.0%
39.7%
47.0%
43.2%
CONVENTIONS
MOTORCOACH
OTHER

TRAVEL INFORMATION DIVISION

Information Centres

Eleven Provincial information centres are operated by the Travel Information Division. Two centres are open year-round: The Red Store in Halifax's Historic Properties and the information counter in the Halifax International Airport. The latter is completely funded by the federal Department of Transport.

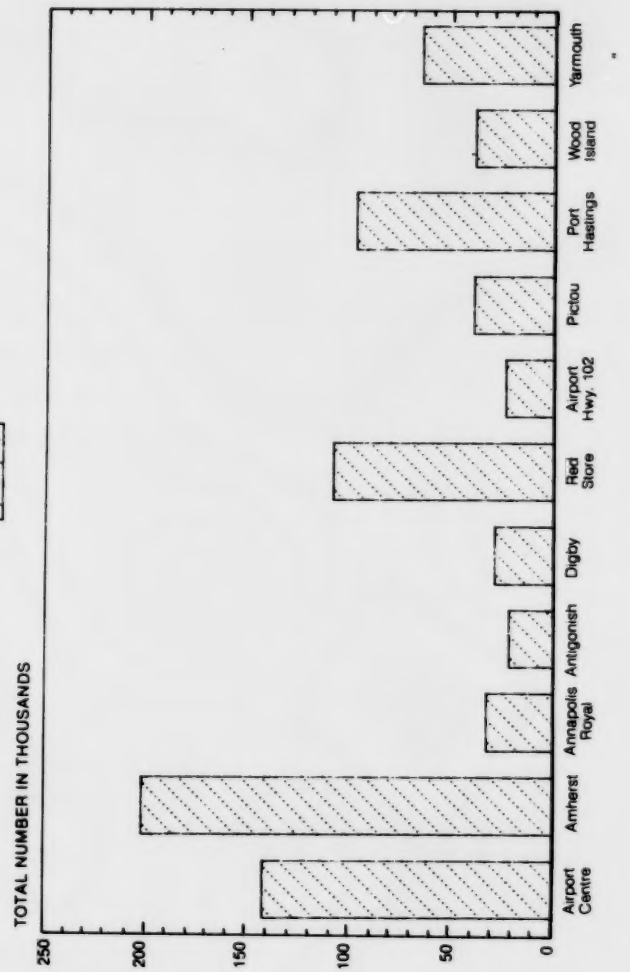
Counsellors employed by this division advise visitors of what there is to see and do throughout the province as well as in the immediate area in which the visitor intends to travel. Counsellors encourage visitors to remain in the province longer or to return in the future to visit those areas they may have missed. Visitors may also make hotel, motel or campground reservations through the Check In System at most of these centres.

The various information centre locations, including buildings and grounds, are continually being upgraded.

General Data, Visitor Information Centres
April 1, 1986—March 31, 1987

Location	Season	Services Offered	Visitors Assisted	Reservations made through Check Ins
Airport Counter	Year Round	Information Counter	143,926	–
Amherst	April 28–Nov. 14	Information Counter, artifacts and displays theatre, piper, Check In	203,967	2,184
Annapolis Royal	May 15–Oct. 15	Information Counter	33,213	521
Antigonish	May 12–Oct. 15	Information Counter, display, Check In	22,114	825
Digby	May 18–Oct. 15	Information Counter, display area	29,254	–
Halifax Red Store	Year Round	Information Counter, display area, Check In	109,460	705
Hwy. 102 at Airport	June 1–Sept. 15	Information Counter	24,027	–
Pictou	May 15–Oct. 15	Information Counter, display area, Check In	40,048	853
Port Hastings	May 15–Oct. 15	Information Counter, display area, Check In	98,358	1,497
Wood Islands	June 15–Sept. 27	Information Counter, display area, Check In, theatre	39,525	1,350
Yarmouth	May 1–Oct. 31	Information Counter, artifacts and displays, Check In, currency exchange	65,941	512

Number of Visitors Assisted At Each Visitor Information Centre



Red Store—Historic Properties

The information centre at Historic Properties in downtown Halifax has completed its twelfth year of operation. The centre is located in the Red Store Building on Privateers Wharf adjacent to the summer berth of Bluenose II. The centre is maintained year-round by four permanent staff members. Additional casual staff members are employed for the peak tourist season.

During this reporting period, 109,460 visitors were welcomed here, an increase of 3,673 over the previous year. The staff also processed 32,862 phone calls and 65,667 mail enquiries.

Distribution Centre

Approximately 3,596,500 pieces of Department of Tourism and private sector literature were distributed to departmental Provincial information centres, municipal tourist bureaus in Nova Scotia, travel agents, tour wholesalers, automobile clubs, rotary exchange, Canadian embassies, and trade commissions.

The Distribution Centre filled requests for tourist information received by Check Ins, the Red Store and Head Office by passing more than 76,283 pieces of mail through the mailing machine, as well as by sending more than 1,860 freight shipments to satisfy bulk requests. In addition to this numerous letters were sent in response to inquiries that could not be dealt with by literature alone.

The Distribution Centre shipped more than 100,000 information kits to be used by the Portland Office, as well as more than 69,200 kits which were mailed to various addresses in Canada, the United States and overseas.

Editorial Services

The Editorial Services Section researched and produced 22 feature stories on Nova Scotia during the 1986–87 fiscal year and distributed them to a network of about 650 English newspapers, magazines and travel trade publications.

The section also produced photographs to accompany 8 of these feature stories.

Clippings provided by an American and a Canadian clipping service show that at least 75,000 lines of editorial and pictorial copy produced and disseminated by this section were used verbatim in various provincial, national and international publications. This copy has an estimated value of $396,250 in terms of cost of the same amount of advertising space. When the credibility factor—the believability of editorial copy in comparison to advertising copy—is taken in consideration the value is closer to $1,585,000.

The Editorial Services Section maintained close liaison with Tourism Canada and a growing number of travel writers across North America as well as Europe, providing ideas, information and research to assist them in producing articles on Nova Scotia, promoting this province as a travel destination.

Editorial Services role as media liaison continued to grow in terms of scope and activity, acting as departmental spokesperson for all media regarding departmental policies, promotions, statistics and day-to-day activities. Also, the section produced and recorded daily radio features for CKO radio promoting Nova Scotia's festivals and events.

The section also continued to carry out such regular functions as researching and writing speeches for senior officials of the department, preparing and distributing departmental press releases, maintaining clipping files and monitoring usage and value of the section's editorial material, as well as assisting other departmental divisions in audio-visual and promotional efforts, including the production of the department's major publication, the annual Travel Guide.